

ABSTRACT

A system and method for creating, designing, and deploying World Wide Web-based surveys in a host machine using a standard web browser without requiring the need of a survey creation program at the survey designer's computer. Survey results are viewable in real time. Survey creation is accomplished from a web browser user interface that allows web content objects stored in a database to be selected, customized, positioned, resized and edited. The web content objects include a plurality of elements selectable for constructing a survey within a survey creation engine. The web content objects further include a plurality of survey templates, e-mail invitation templates, survey question and answer types, page design features, multimedia objects, and general purpose objects. Objects from outside the remote database can also be imported for inclusion in the survey.